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Building Resilient Communities

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Taking forward the
Tackling Poverty Action Plan

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Ministerial foreword

As Minister for Communities and Tackling Poverty and Deputy Minister for Tackling Poverty, our brief is to tackle poverty through everything that we do as a Welsh Government. We are determined to leave no stone unturned in finding ways of preventing and reducing poverty in Wales.

Tackling poverty cannot be a last minute “add on” or just a different way of presenting what we are already doing. Sitting back and watching the costs associated with poverty escalate over the next few years is not an option. Poverty imposes enormous costs on society from lower economic productivity, reduced social cohesion and increased demands on public services such as health care and children’s services. The lower level of skills, poor health and poverty of ambition that deprivation brings with it are a brake on the potential of the Welsh economy.

This plan signals that, right across Government, we will use our resources differently to help those most in need and prevent future generations experiencing poverty.

This is why our flagship Communities First programme has been re-focussed as a tackling poverty programme. It enables us to reach into the communities most affected by poverty and join up what we do across Government to help the people living there.

These are hard times – a flat lining economy; the biggest shake up to the benefits system in sixty years; public spending cuts and rising living costs. For one in every three of us, these factors, when brought together in this way, will be a real blow. Cuts of some £590 million in state support in Wales this year will mean that many will find it hard to make ends meet. We are likely to see growing pressure on our health, social and housing services at a time when they are already overburdened.

We do not have control of either the benefits system or the key economic levers. If we did, we would be using them very differently. As a result of the UK Government’s austerity measures, the Welsh Government will be losing £3 billion from its budget over the next two years. So there is a limit to what we can do to make life better for those people in Wales who will feel the impact of all these changes. It becomes even more important that we use the money that we do have effectively and invest up-front where we think it could cut costs further down the line.

We have adopted a new approach in updating this Plan. We will intensify our action around the key targets identified here. We will do more to help improve the educational attainment of children from low income families; we will help more people into jobs, especially in households where no-one has a paid job; we will reduce the number of young people who are not earning or learning in Wales; and we will work to ensure that all people, regardless of how poor they are or how deprived the area they live in, have equal and fair access to essential services. We believe that if we can make progress in these four key areas, then we will be having a transformative impact on the lives of tens of thousands of people in Wales.

To be clear about the scale of our ambitions we have put numbers on them. We have identified what steps we are taking so that we can be held to account, and we have set out the ways in which we will measure the progress being achieved – even if we are working against the odds.

The “community spirit” that has historically been such a feature of Welsh communities will be so important to help people through these tough times. We see it as a priority of the Welsh Government to help develop the resilience and capability of our communities in Wales to cope so they hold up under the strain of welfare reform and continue to grow and thrive. We recognise that the challenges facing people living in rural communities will be different from the challenges in the more populated areas of Wales. We are committed to tailoring our response and solutions to local needs. This Plan shows how we have people working in the communities that most need our help, for example through programmes such as Communities First, Flying Start and the Rural Development Plan. Those programmes and the people working on them can help in developing stronger, well supported, well organised and well informed communities.

We welcome that local authorities have appointed Anti-Poverty Champions, both councillors and officers, to help shape how local government responds to the challenges. We are also investing heavily in our key working relationship with the Third Sector. The sector has its own Anti-Poverty Programmes Taskforce focusing on developing proposals to tackle poverty. We have engaged with this Taskforce, and our own Tackling Poverty External Advisory Group, on our approach to tackling poverty and it is critical that we continue to work in partnership effectively to tackle poverty in Wales.

A handwritten signature in black ink, appearing to read 'Jeff Cuthbert'.

Jeff Cuthbert

Minister for Communities
& Tackling Poverty

A handwritten signature in black ink, appearing to read 'Vaughan Gething'.

Vaughan Gething

Deputy Minister for
Tackling Poverty

Introduction

Our vision of Wales is one in which everyone is taken out of poverty and we will strive to achieve that. But we understand that for too many people poverty continues to be the reality of their everyday lives. Poverty can have devastating impacts on the lives of both adults and children. Living in poverty makes itself felt from an early age – a five year old from the most economically challenged groups can be a year behind in vocabulary tests. Low income and debt makes life harder; it can impact on well being and act as a barrier to full participation in society. We cannot do everything, but what we can do we need to continue to do really well – we cannot afford not to.

The Welsh Government understands the importance of focussing on both working to get people out of poverty and at the same time mitigating the everyday impact poverty has on people and communities. This Plan sets out the things that we are doing in Wales to make a difference. Some of these things will have a direct impact and some will help in less direct but equally important ways. Some of these we've been doing for some time and some things are new.

The Plan sets out in greater detail the measureable targets for where we aim to make the biggest difference. We intend to meet these targets together with the milestones and we will track our progress against key indicators. By "targets" we mean the big changes we are aiming to achieve by, or before, 2020. Our "milestones" are the shorter term goals that we have set ourselves to ensure that we remain on track to achieve the longer term targets. The Annex to the Plan sets out the key performance indicators which we will be tracking and which will tell us if things are improving in the key areas where we are committed to making a difference.

The first section of the plan explains how we are using our community based programme, Communities First, to help pull together interventions across Government and make them work together in support of local communities. We want to build resilient communities – communities which are well informed, supported, and organised. People living in resilient communities will know what support is available to them, where that advice is available and how to access the help needed.

Helping people into work is an important part of helping people out of poverty. We will focus our efforts where we can make the biggest difference and will concentrate our efforts on creating 5,000 training and employment opportunities for people in households where there is no adult in work, starting with at least six of our Communities First areas. We want to do this because unemployment can have an impact on so many aspects of life.

Helping people into work also means helping young people who are not earning or learning. In Wales, at the end of 2011, we had 13,800 16–18 year olds who were not in employment, education or training. Getting these young people into work or learning will increase their chances of doing well in life and fulfilling their potential.

Mitigating the impact of poverty is critical, and this means making sure that people have fair and equal access to high-quality health, housing, financial and digital services regardless of where they live or what their incomes are.

Too often the people in greatest need receive the least help. We are working to change this so-called “inverse care law”. The Aneurin Bevan and Cwm Taf Health Boards are working to identify areas where deprivation is most significant and make sure that services are developed appropriately to meet the needs of the people there.

We want to do everything we can to prevent children today being the next generation of poor adults. This fits with our commitment to sustainable development: taking into account what we can achieve in the long term, as well as in the here and now. It goes hand in hand with our duty to place the rights of the child at the heart of our policies.

We have thought about the impact of poverty on different groups in society and what will make most difference to them. We are working to ensure that our Tackling Poverty Action Plan and our [Strategic Equality Plan](#) dovetail in order to have maximum impact for particular groups. The Welsh Government also wants a socio-economic duty on specific public authorities to consider how their decisions might help reduce the inequalities associated with socio-economic disadvantage. This isn't the path which the UK Government has chosen, but we want the socio-economic duty in Wales.

We are committing to making progress by working across Government and with the wider public, private and third sectors. We know we will have to make some tough choices and we will be guided by evidence of what is likely to have the most positive impact for people in Wales, both now and in the future.

Tackling Poverty

Preventing poverty



Improve the overall attainment levels of Flying Start children and students eligible for free school meals



Contributing actions include:
Early Years and Childcare; Flying Start; Families First; Team around the Family; Pupil Deprivation Grant; Designed to Smile.

Helping people into work



Reduce number of workless households and reduce number of young people who are not earning or learning



Contributing actions include:
5,000 training and employment opportunities; Community Benefits; Economic Growth Fund; Jobs Growth Wales; Youth Engagement Framework; Childcare; Transport.

Mitigating the impact of poverty



Ensure fair access to healthcare; housing; financial and digital services



Contributing actions include:
Improving Primary Care; Credit Unions; Advice Services, Digital Inclusion; Supporting People; Arbed and Nest.



Learning Communities Prosperous Communities Healthier Communities

Joining up in communities and across Government

What people tell us they need is not a series of fixed “offerings” from different parts of Government but a clear, consistent set of priorities and an approach which empowers communities, families and individuals. **Communities First** is our starting point for achieving this change and we have made significant progress over the last year in transforming the programme.

Communities First

From 2012 Communities First has been remodelled as a community focussed tackling poverty programme. It has fifty two “Clusters” which between them include all of the 10 per cent most deprived areas in Wales (as defined by the Welsh Index of Multiple Deprivation 2011).

The Communities First Clusters will each focus on supporting the most vulnerable people in those areas working to make the communities wealthier, healthier, more skilled and better informed, under three main objectives:

- **Prosperous communities**
- **Learning communities**
- **Healthier communities**

Each Communities First Cluster has a detailed Delivery Plan which clearly shows the outcomes they are working towards and how their performance will be measured. Critically each Cluster also has a Community Involvement Plan which shows how local people and community organisations will be central in planning and delivering work with other key partners working with them supporting all aspects of the programme. There is an emphasis on tackling the needs identified by the communities themselves, alongside the joining up of work across the Welsh Government to make a bigger difference to tackling poverty in these areas.

Based on the needs that the Clusters have identified, the team is committed to working with key partners, for example the Local Authority, Local Service Board, Local Health Board and the Police, to realise these goals. This is to ensure that the services provided are accessible to, and meet the needs of, the communities. A new Outcomes Framework has been developed for Communities First which will enable each Cluster to report its progress. This is so that each Cluster and then the Welsh Government can show what the programme as a whole is achieving in contributing to tackling poverty. Information from this Outcomes Framework will be made available online from Summer 2013.

We see it as a priority to increase the extent to which additional resources are being levered into these areas, with the active involvement of the Cluster teams and the communities themselves. The Welsh Government has committed to ensuring all its programmes work towards supporting Communities First Clusters. This process of

“programme bending” is well underway with some significant initiatives already in place; others are in development. The main programme bending projects that are happening or under development are outlined below under the three main outcomes of the programme: Prosperous Communities; Learning Communities and Healthier Communities.

Prosperous communities

We know that employment is the best protection against poverty and its impacts. It is important that Communities First does all it can to help people out of poverty and help people into employment as well as supporting those for whom employment is not possible, to make a difference to the everyday lives and prosperity of people and their children. This part of the Communities First programme supports employment skills, employability, welfare advice and financial inclusion: both helping people into work and mitigating the impact of poverty. Every Cluster sees this as important and their Delivery Plans have placed a strong emphasis on this area of work. The Welsh Government has a number of programme bending activities in place or under development to further support our communities in this area.

- **Job Centre Plus (JCP)** – One of these programme bending activities is with Jobcentre Plus (JCP). JCP Parent Employment Advisors worked in the four areas where this project was piloted and the project is now being expanded into a further eight areas. The pilot project supported 201 parents back into employment. An evaluation of the pilot has been undertaken which demonstrated the benefit of a key service, such as JCP, working alongside Communities First at a local level to deliver better services and shared outcomes. In Caia Park, Wrexham, for example, the Parent Employment Adviser, with the support of Communities First, was able to ensure that introductory courses were available for individuals to prepare them for accredited training. These pre-entry level courses have proved highly popular, with people waiting to join and others ready to move on to the next level.
- **Jobs Growth Wales (JGW)** – The JGW Programme is one of the Welsh Government’s top 5 priorities, led by the Department for Education and Skills to support young people into sustainable employment. Communities First will pilot “Youth Employment Mentors” to support young people from families in poverty, who may need additional support to prepare for and maintain employment, to access these opportunities in 10 Clusters with a view to extending this following evaluation.
- **Advice Services** – Communities First is working closely with a range of advice providers to ensure every Cluster in Wales has access to dedicated advice support. Further work is underway to develop a project which will support 35 Clusters across Wales which currently do not have such support. This work will be a key Welsh Government response to the Advice Services Review and supporting communities through the challenges posed by Welfare Reform.
- **Time Banking** – The development of time banking within the Communities First programme can support active volunteering in communities and rewards people with time credits. Timebanking is being undertaken in a number of Clusters and is being further supported by a project jointly funded by Interreg. The project will support 12 Clusters and will further develop this model of working with local businesses and service providers (who accept “time credits” in return for their services) and other funders.

Learning communities

Improving skills is an important part of helping people out of poverty, into employment and helping today's children have better chances in life. Many Clusters already have strong working links with key providers and training organisations, particularly in the area of adult learning, which will contribute to helping people into work and make it less likely that people will be impacted by poverty.

- **The Communities First Pupil Deprivation Grant (PDG) Match Fund** – This fund, developed by the Welsh Government, offered Communities First Clusters an opportunity to develop a work programme with the mainstream education providers and access £2 million over 2 years to match against the Welsh Government PDG allocated to their local schools. This fund will support collaboration between schools and local communities, building on good practice which shows that schools in challenging areas produce better results when they take learners into the community and invite residents, business people and community leaders into the school.
- **Higher Education Funding Council Wales (HEFCW)** – It is an aspiration that more pupils from Communities First areas will go into Higher Education. HEFCW has a specific aim to raise the number of pupils that achieve this goal. The Communities First programme will continue to work both with HEFCW and local Universities and Further Education colleges to support more young people to access Higher and Further Education and remove the barriers that exist.
- **Digital Inclusion** – Communities 2.0 prioritises its support in Communities First areas and works in close partnership with Communities First clusters to tackle digital exclusion alongside other priorities like financial inclusion. In Caerphilly, Communities 2.0 funded staff working on the 'Get Caerphilly Online' initiative are working alongside Communities First officers to jointly deliver community based events and sessions. Digital Fridays, which are delivered in partnership with Caerphilly's libraries, have proved extremely popular in getting digitally excluded people online for the first time.

Healthier communities

Welsh Government is determined to make a positive difference to the day to day lives of people in our poorest communities. Poverty can have both direct and indirect impacts on health and well-being. Good health is a critical factor in accessing employment. There is a wide range of work being undertaken to support improvement in this outcome, particularly in developing stronger links with Local Health Boards, Public Health and Primary Care, contributing to our objective of mitigating the impact of poverty by improving health and the access to health care.

- **Over 50s Health Checks** – We want to ensure that people over 50 and living in poverty in our most deprived communities benefit from this programme. Within the Welsh Government, Communities First is working closely with the Department for Health and Social Services to ensure that there is a strong link and support for rolling out the Over 50s Health Checks in Communities First Clusters. In a phased implementation we are working with 10 Clusters later this year to develop and test community based support for the uptake of the Health Check. This support will then be rolled out across all 52 Clusters in 2014.

- **Early Years and Childcare Plan** – The Early Years and Childcare Plan supports the development of early years' services and their greater integration. The Early Years are critical to a child's later life chances. We will continue to work across Communities First, Families First and Flying Start programmes to develop new models of working which combine the strengths of all three programmes and successfully target families living in poverty.
- **Inverse Care Law** – This work is focused primarily in the Cwm Taf and Aneurin Bevan Local Health Board areas. The work, described more fully in the section on mitigating the impact of poverty, is aimed at addressing the issue of deprived communities having the greatest need of services which might not always be accessible or available. The Communities First programme is working with the Department of Health and Social Services to ensure that provision under the programme of primary care and public health services are better aligned and integrated.
- **North Wales Health Forum** – In North Wales, the Betsi Cadwaladr Local Health Board has been working to develop stronger links with Communities First and locality health teams. A forum has been set up, bringing together Communities First Cluster Managers and key personnel from Primary Care locality teams, including GPs, to break down barriers which restrict access to health care for people in Communities First areas and improve joint working in those areas across North Wales.
- **Community Health Workers (CHW)** – Betsi Cadwaladr and the Communities First team are in discussions regarding a model of working which they are considering piloting in North Wales. Currently a proposal to develop a full research project based on international learning is being developed which could potentially transform the way communities and primary care interact in deprived areas, providing more joined up support from community organisations and a range of health providers.
- **Come Outside** – This innovative project, which supports people to improve their health and skills through using the local environment, has been successfully piloted in a number of Communities First areas. The pilot project explored ways of engaging people who were less likely to use their local environment, whatever sort of area they live in, encouraging healthier living and personal development. The project is now jointly funded with the Big Lottery and the Welsh Government's Sustainable Futures Department to work directly in 12 Clusters and share learning with the rest of the programme.
- **'StreetGames'** – This project was started in the previous programme and encourages greater participation in sports as a route to improved health and skills. The project offers young people the opportunity to participate in sports of their choosing in their own communities. The project which is jointly funded with Sports Wales is part of the Olympic Legacy and, having proved extremely popular, is now available to every Cluster in Wales.
- **Public Health Wales (PHW)** – Communities First is working with PHW to use its training and experience in supporting the Communities First workforce to deliver fully integrated and evidenced based interventions in communities, and linking to the projects above wherever appropriate.

Future programme developments

The activities and projects outlined above demonstrate the Welsh Government's commitment to making sure that services reach those who most need them, in the most effective ways. This approach will continue to be expanded to significantly increase the contribution that Communities First makes to tackling poverty.

Communities First has a key role to play in meeting our aims for tackling worklessness, by supporting individuals and families within their own communities. Models are currently being developed to further enhance the support the programme can offer in this area both by reaching "hard to reach" groups and by working with people in poverty who may not present with the complex problems that would require statutory services to engage with them.

What are our targets?

We are using Results Based Accountability as the basis for a new Outcomes Framework for Communities First. This framework sets out what improvements we expect to see under each of the main headings of Prosperous Communities; Learning Communities and Healthier Communities. We have also identified the main Indicators we will be using to track progress against these commitments.

We are aiming to make the poorest people in the most deprived areas better off, by which we mean they will have improved skills, knowledge, employability and well being. A few examples are given under each heading.

We have set Wales-wide targets for the Communities First programme which are set out below. There is an ongoing process to further develop and strengthen these targets. Each individual Cluster has a delivery plan and examples of the activities they undertake in support of the overall targets are set out here. There is a continuous process of monitoring the delivery plans to ensure each Cluster is contributing effectively to the achievement of our targets.

Prosperous communities

Overall Programme Target: 45,000 interventions with people, 26,250 better off (58 per cent).

Examples:

People are engaged in developing employment skills, looking for and securing work.
People in "hard to reach groups" are engaged.
Mainstream employment services are more accessible.
Young People are more confident looking for work.
People have access to Welfare advice and Credit Unions.

Learning communities

Overall Programme Target: 30,000 interventions with people, 18,750 better off (63 per cent).

Examples:

Children are ready for school and read more often.
Communities are better places to raise children.

Parents and families feel more positive about their children's education and have positive relationships with schools.
Communities are places where people can learn and barriers to learning are removed.

Healthier communities

Overall Programme Target: 26,250 interventions with people, 16,875 better off (64 per cent).

Examples:

People accessing a range of support and services.

Play is promoted and accessible in safe places.

People are physically healthy and active and there are increased levels of participation in sport and recreation.

People feel mentally well; stress and anxiety are reduced.

People know what choices to make to eat a healthy diet.

Communities provide supportive safe environments.

Social activity is available locally and people feel part of their community.

Preventing poverty

There are stark differences in children's life chances. Poverty accounts for most of the difference – and that is unacceptable. We want to see a Wales where we break the link between being born poor and spending a lifetime in poverty. This means we need to offer support at the right time and in the right way – at home, at school and at the community level. By doing what we can in the early years of a child's life and through working with parents and families, we can have a transformational impact on their journey into adulthood and later life.

Our ambition is to see children in poverty doing better at school, and in life – escaping some of the poverty which may have blighted their family and community for generations.

We want to start making a difference from as early an age as possible. We want to increase the proportion of disadvantaged learners from Flying Start areas who achieve the expected levels at the end of the Foundation Phase and have a target to support this.

Once children start primary school, we know that those receiving free school meals (a proxy measure for children in poverty) tend to do less well at school than other children. Our headline measure of performance of 7 year olds is the Foundation Phase indicator. This includes language, literacy and communication skills (English or Welsh); mathematical development; and personal and social development, well-being and cultural diversity. In 2012, 66.2 per cent of learners eligible for free school meals (e-FSM) achieved this threshold compared to 84.5 per cent of non-FSM learners. In the same year, at the end of compulsory schooling, less than a quarter of free school meal eligible learners achieved the Level 2 threshold including a GCSE grade A*-C in Mathematics and English or Welsh first language, compared to more than half of children not eligible for free school meals.

While we want all children to do better at school, we want to increase the pace of improvement for those pupils eligible for free school meals so that the gap between children in poverty and their counterparts narrows over time.

We want to start making a difference from as early an age as possible. Flying Start aims to improve the social, emotional, physical and cognitive development of the children receiving Flying Start services. We will measure this through developmental assessments at age 2 and 3. The assessments tell us whether the children's development is at or close to the norm for children of that age, or whether they need additional support. We want to increase the proportion who meet or exceed the norm.

What are our targets?

Target: By 2016, increase the proportion of 3 year olds receiving Flying Start services that have achieved or exceeded their developmental milestones by 5 percentage points. We have implemented a new monitoring system and will further strengthen our targeting once that system is embedded.

64 per cent of children in the Flying Start programme reached or exceeded their developmental milestones at age 3 in 2012/13.

Target: To narrow the gap in attainment levels between learners aged 7 eligible for free school meals and those that are not eligible for free school meals, who achieve the expected levels at the end of the Foundation Phase, as measured by the Foundation Phase Indicator, by 10 per cent by 2017.

The difference between e-FSM and non-FSM attainment in 2012 was 18.3 per cent.

Target: To improve the overall attainment levels of students eligible for free school meals, measured as the proportion of learners eligible for free school meals at age 15 who achieve Level 2 inclusive at Key Stage 4 (GCSE grade C or above in English or Welsh and Mathematics or equivalent), to 37 per cent by 2017.

In 2012 it was 23.4 per cent.

How will we meet these targets?

Our key interventions are aimed at children and families living in poverty, offering tailored and targeted support, for example:

Flying Start – We are doubling our investment in Flying Start which offers a range of support, including high quality childcare for 2 year olds in some of the most deprived parts of Wales. It also helps parents access information and support about skills, jobs and debt advice. We are now targeting Flying Start at areas in Wales with the highest proportion of children under 4 years old living in income benefit households and are working hard to ensure that more of our children can benefit from Flying Start childcare. We are on target to meet our ambition of doubling the number of children and their families benefitting from Flying Start provision from 18,000 to 36,000 and we are investing an additional £55 million in facilities and training over the course of the next 3 years. Evidence to date shows that Flying Start is beginning to have a real, positive impact on children. When they go to school they are ready to learn and more confident in mixing with other children. Parents report seeing positive changes in their child's behaviour; that they have a better understanding of their child's development and that their confidence as a parent has increased.

Families First – Working with parents and families in poverty to help them provide the best foundation and a positive home environment. The Team Around the Family approach, which brings together all the support that is needed to help families become more resilient, is being implemented as part of Families First.

Integrated Family Support Services – Targeted at complex families where parents have substance misuse problems that impact on the welfare of their children. This service is being implemented on a phased basis across six regions in Wales, with greater integration of services across social services and better collaboration between Local Government and health boards.

Pupil Deprivation Grant – Over £33 million going directly to schools to invest in effective ways of tackling the impact of poverty on children's attainment; asking them not only to work with the children who are affected but also with the wider family and community. We have established a dedicated team to work on reducing the impact of poverty on learner outcomes and are strongly encouraging schools to adopt approaches that are proven to be effective so that good practice is spread across the whole of Wales.

English as a second or other language – There is a significant number of parents, often from black and minority ethnic communities, for whom English or Welsh is a second language. We are developing a new policy to help these parents so that they can

better support their children's learning and have the confidence to move into work and training.

Looked after children, gypsy and traveller and ethnic minority children – We are increasing the grant available up until 2014 and making changes to better support the education of gypsy and traveller and ethnic minority children who are at a higher risk of being in poverty. The recent announcement regarding a national adoption service will also deliver better outcomes for looked after children.

Child poverty strategies – A duty to prepare a Child Poverty Strategy has been built into Single Integrated Plans at local authority level, meaning that local public services are working together to support children and families to get out of poverty. The duty also applies to public bodies funded by us like the National Museum of Wales, the Arts Council of Wales, Sport Wales and the National Parks. They are all finding new ways to engage with low income families and help improve their learning, skills and health.

Designed to Smile – We recognise that it is important for children to get into the habit early of looking after their teeth to avoid having to face associated health and social issues in later life, such as the ability to enjoy a healthy diet or even their performance at job interviews. By the end of March 2012 around 78,350 children in 1,211 schools and nurseries were taking part in Designed to Smile, a programme to improve the oral health of nursery and primary school children in areas of greatest need. The Welsh Government will work with the Community Dental Service to improve future uptake with the aim of reducing oral health inequalities and the decay levels in 12 year olds by 2020.

Some of the Welsh Government's other interventions will help prevent children from falling into poverty, by helping to ensure that children are born healthy; that the quality of the childcare they receive is second to none and that they are supported to realise their potential.

Maternity Strategy – Helping mothers make the right choices about what they eat and drink in pregnancy so that their child gets the best start.

Empower to Choose – Encouraging the uptake of long lasting reversible contraception to reduce teenage conception rates.

Early Years and Childcare – Our Early Years and Childcare Plan which will be published this summer sets out our approach to the vital early years. We know that the quality of early education and childcare makes a difference to children's life chances and we know that this is especially beneficial to children from the most disadvantaged backgrounds. We are establishing a consistent all-Wales framework for assessing the health, development and wellbeing of all children in Wales in the early years, so that problems are identified early and the necessary support given. Through Care and Social Services Inspectorate Wales we are also developing a framework to measure the quality of regulated childcare services in Wales. We are also continuing to work to improve the skills and qualifications of the workforce.

Arts in Education Review – The review is due to report shortly and will enable us to build on the work we are already doing to bring children from low income families into contact with the arts, culture, literature and sport, broadening their horizons and aspirations. There is international research evidence that exposure to the arts and other cultural activities can spark children's interest and help narrow the educational

attainment gap between children from disadvantaged families and other children. We are maintaining our commitment to providing free entry to all seven National Museum sites and many culture and sports organisations and libraries are continuing with their all-important outreach work.

School Milk Scheme and Free Breakfasts; Free School Meals; Healthy Start Scheme; Community Food Co-operative Programme and FareShare services – Supporting children's growth and their ability to learn through better nutrition. Poor nutrition can lead to poor health and obesity and an increased reliance on health and social care services. The Community Food Co-operative Programme, in particular, aims to improve access to locally sourced, fresh, affordable, high quality fruit and vegetables to people across Wales, with a priority focus on areas of social, economic and rural deprivation, including Communities First areas. Over 20,000 families with a low income benefit from the Healthy Start Scheme in Wales, through receiving weekly vouchers for fruit, vegetables and milk.

Here are the **milestones** which we have set to support our key targets.

We will:

- Double the number of Flying Start places from 18,000 to 36,000 – by 2016.
Interim milestones: to increase the number of children benefitting from Flying Start Health Visitor services to 19,086 in 2013, to 27,657 in 2014 and 32,657 in 2015.
- Increase the take up of Flying Start provision to 95 per cent – by 2015.
Interim milestones: to increase the take up of Flying Start provision to 85 per cent in 2013 and to 90 per cent in 2014.
- Implement Integrated Family Support Services on a regional consortia basis, to operate pan-Wales – by end of 2013/14.
- Develop and pilot the Quality Judgement Framework for use in Nurseries in 2013/2014 with a view to full implementation and roll out to other areas – by end of the calendar year 2014.
- Complete a detailed workforce study relating to the childcare sector in Wales – by 2014; make recommendations by 2014 for recruitment to the childcare sector and for improving the skills and qualifications of childcare workers and increase the qualification levels, and number of, childcare workers in Wales – by 2016.
- Establish a consistent all-Wales approach to assess the health, development and wellbeing of all children in Wales in the early years, so that problems are identified early and the necessary support given – by December 2013.
- Develop and test an outcomes framework that will measure how agencies are contributing to improving the health, education and social and economic well-being outcomes of children looked after – by 2015.
- Consider how new reading and numeracy tests might support us in raising expectations for learners eligible for free school meals – by 2015.
- In the light of the Arts in Education Review, develop action and targets to help children from low-income families benefit from the arts and culture more generally, including the historic environment – by March 2014.

Helping people into work

Despite the worrying rise in in-work poverty, work is still the best way out of poverty; it helps to prevent the impact of poverty on health and well being and prevents future generations of children living in poverty and feeling some of the shame that is sometimes felt about asking for help. Welsh Government wants to support people out of poverty and do what it can to get people into jobs. Paid employment not only provides an income to sustain a family, it can also provide a sense of purpose and self worth. People in work find it easier to get other, better jobs. A job can be the start of a route that leads to greater skills, higher income, better housing and a more fulfilled life. By contrast, persistent unemployment can lead to a lack of self-esteem and sense of direction and low skill levels. Children living in workless households are also much more likely to be living in poverty.

61 per cent of working-age adults living in households where there are no adults in work will be living on a household income which is less than 60 per cent of the median income. The percentage drops to 27 per cent for households where at least one adult is in work and to 9 per cent in households where all working-age adults are in work.

The Welsh Government does not have control over the key levers that determine how and where jobs are created. We are subject to international economic movements and key policy areas such as economic development and benefits are controlled by Westminster. However, there are some things we can do and we will do all we can to make a difference.

Our ambition is to offer new opportunities for workless households, particularly where there are children, because we know that persistent poverty can be a barrier to a child's development and reduce their life chances.

We also want to reduce the number of people between the ages of 16 and 24 who are not earning or learning because if we can get young people engaged in education, employment or training at this critical stage in their lives they are more likely to do well and fulfil their potential. Just under a fifth of young people in Wales aged 16–24 are not in education, employment or training. We know that some disabled people, minority ethnic young people and young women with caring or other family responsibilities are less likely to be in employment or training than others in their age group and this is reported in our Strategic Equality Plan.

What are our targets?

Target: To offer 5,000 opportunities to adults in workless households to find sustainable training or employment by the end of the calendar year 2017.

Target: To invest at least 20 per cent of our 2014-2020 European Social Fund programmes in tackling poverty and social inclusion through helping people to find and maintain sustainable employment.

Target: To reduce the number of young people who are not in employment, education or training aged 16-18 to 9 per cent by 2017.

At the end of 2011, the figure was 12.1 per cent.

Target: To reduce the proportion of young people who are not in employment, education or training aged 19-24 in Wales relative to the UK as a whole by 2017.

Target: To increase the percentage of care leavers in education, training or employment to 51 per cent by 2017.

It was 47 per cent in 2011/12.

How will we meet these targets?

Some of our interventions around helping people into work will have a direct impact on people or places in poverty. For example:

Projects targeting workless households – We will work to reduce the number of workless households, especially those with children, by establishing at least 6 pilot projects in Communities First areas. These projects will offer 5,000 opportunities to adults in workless households to find sustainable training and jobs. The project will offer personalised, intensive support which considers the full range of life circumstances to help the long-term unemployed and those furthest from the labour market back into work.

European Social Fund – Supports young people, unemployed people and others at a disadvantage and at risk of poverty in finding work and in gaining skills. Since 2007, the Fund has supported over 30,000 young people in Wales who are not in education, employment or training; over 22,000 lone parents; over 62,000 disabled individuals or individuals with work-limiting conditions; and has helped over 47,000 people into employment. European Funding, in the current round 2007–2013 has helped support Skills Growth Wales, for example, helping companies to grow and creating up to 3,000 job opportunities.

The future 2014–2020 Structural Funds programmes in Wales will continue to invest in growth and jobs, supporting actions that will help people access and maintain sustainable employment, address barriers to employment and causes of underemployment, and develop their skills. We will invest at least 20 per cent of our European Social Fund into actions which target poverty and social inclusion through sustainable employment. Through the introduction of a cross-cutting theme on tackling poverty, the 2014-2020 Structural Funds programmes will also ensure that every single project is challenged on its contribution to tackling poverty and that wider opportunities to contribute to the Tackling Poverty Action Plan are not lost.

Framework for Youth Engagement and Progression – Working with every young person between the ages of 11 and 25 who needs extra help. We will help young people develop the basic skills they need to progress into further training or work; help them gain the work experience they need to secure a job and encourage them to keep on developing their skills so they stay in work.

Means-tested grants – We provide financial means-tested support to help young people fulfil their potential through further or higher education, for example, through our Education Maintenance Allowance and the Assembly Learning Grant for Further Education. The Education Maintenance Allowance (EMA) Wales Scheme addresses the link between low income and low participation by providing a weekly financial incentive (of £30 per week) to encourage young people aged 16-19 from low-income households to remain in full-time education beyond the compulsory school age. Weekly allowances

must be earned based on acceptable levels of attendance, behaviour, and progress, as set out in a learning agreement between the student and their school/college. There are other targeted grants available, including the Out of School Childcare Grant, Adult Dependents' Grant, Parents' Learning Allowance and Disabled Students' Allowance.

Positive weightings – We will introduce positive weightings to allow for the impact of bringing hard to reach groups back into work as part of our appraisal process for grant support to businesses.

Other interventions by the Welsh Government will help stop people from falling into poverty, by making more job and training opportunities available and by making it easier for people to take up the opportunities which are out there. For example:

Community Benefits policy – We are applying this policy to all contracts over £2million to help generate jobs for individuals and support local supply chains. Major projects in the transport capital programme, for example, are bringing huge benefits to local businesses and local people. Over the next decade, we will invest around £15 billion through the Wales Infrastructure Investment Plan to boost jobs and growth. We will build the database of performance by contractors in relation to Community Benefits so that we can in future set better targets detailing measures like the numbers of jobs realised and track the value and number of projects incorporating the Community Benefits approach.

Economic Growth Fund – Over £30 million invested in the Fund and the approved projects are expected to create around 1,800 new jobs and safeguard 1,600 others.

Jobs Growth Wales – Established in April 2012, the programme will create and fill 4,000 job opportunities each year for three years for young people aged 16-24.

Vibrant and Viable Places – We are making £90 million available to pump prime regeneration programmes which create jobs and help people access work. Communities First areas will be one of our main priorities.

Community Innovation Grant scheme – Helps support projects relating to the development of town centre hubs serving rural areas.

Rural Development Plan – Targeted at promoting social inclusion, tackling poverty and economic development in rural areas.

Traineeships for 16–17 year olds and Steps to Employment for 18 plus – Helping young people and adults gain confidence, motivation, skills and work experience.

Pathways to Apprenticeship – Helping learners between 16 and 24 years old to become apprentices.

Young Recruits Programme – Paying a subsidy to employers to increase apprenticeship opportunities and bring new recruitment opportunities.

Essential Skills in the Workplace and the Wales Union Learning Fund – Working with individuals and employers directly to improve literacy, numeracy and ICT skills.

Welsh Government's Apprenticeship scheme – Giving over 140 Modern Apprentices employment and training opportunities.

Healthy Working Wales – Working with employers, employees and health professionals to help people who are at risk of losing their job due to ill health, to remain in work.

Carers' Strategy – Recognising that carers are often disadvantaged in terms of employment, our new strategy particularly addresses the need for carers to be able to access employment, education and leisure opportunities.

Remploy – We are committed to helping individuals affected by the closure of Remploy sites in Wales. We have extended the Employer Support Grant scheme until March 2014. It provides a package of support to employers looking to take on former disabled Remploy workers who were made redundant through factory closures. So far, almost 80 ex-Remploy workers have been re-employed as a result.

From 2014, we will be taking a new approach to employment and skills support by integrating many of our current programmes and investments. This will bring benefits to individuals and will enable us as a Government to better track and report on the contribution that we are making to help people develop their skills and find work. As part of this, we will be looking at employment and skills for Older People and at the possibility of extending opportunities in the health and social care field. Our aim, in utilising the 2014-2020 European funding, will be to create a more flexible system of support that clearly identifies and responds to the needs of both businesses and individuals in Wales.

Transport

An effective transport system can make it easier for people to access jobs and training. We will ensure that our investment in buses and community transport goes where it is needed most and that defined standards are met along key routes. Through our Active Travel (Wales) Bill, walking and cycling will be made easier and safer, and new routes will be developed offering low-cost ways of getting to work, education or childcare.

We remain committed to providing free bus travel for pensioners, disabled people and their carers, seriously injured war veterans and armed forces personnel living in Wales. Our Framework for Action on Independent Living is an example of how we are enabling disabled people to live more independently.

Childcare

By making childcare more affordable and flexible, we will be making it easier for parents to go to work. Parents tell us that the rigid structure of the current Foundation Phase for the youngest children in schools can sometimes be a barrier to take-up. As a result, we will support local authorities to improve the flexibility of this service to parents. Recognising that working patterns are continuously changing, we will pilot different models of childcare approaches to meet the varying needs of parents. We will also explore what more can be done in the social enterprise sector to meet local demand for childcare. Our Social Firms Wales project, for instance, is an example of how we are piloting the social enterprise model as a means of providing childcare and social care to support women back into work.

Here are the **milestones** which we have set to support our key targets.

We will:

- Ensure that 100 per cent of the Welsh Government projects over £2 million that feature in the Wales Infrastructure Investment Plan adopt the Community Benefits approach in their contract arrangements – by September 2013.
- Put in place a new certification process to support better reporting of the scheme for apprenticeships in social care – by September 2013.
- Review the way in which NHS activities and resources can better support the economy in Wales – by December 2013.
- Negotiate and agree with the European Commission future Structural Fund programmes 2014–2020 which will embed tackling poverty actions and invest at least 20 per cent ESF support to tackle poverty and social inclusion through sustainable employment – by 2014.
- Work with local authorities to further assess the nature of the demand for childcare services across the whole of Wales – by 2014.
- Work with local authorities to prioritise childcare support for low income families, families with disabled children, and those families wishing to access childcare through the medium of Welsh – by 2015.
- Pilot different models of childcare including wrap around care; care during a-typical hours and school holidays and social enterprise models – by 2015.
- To continue the Healthy Working Wales initiative aimed at reducing the number of people who leave work due to ill health and flow into economic inactivity – by 2015.

Mitigating the impact of poverty

People can find themselves in poverty for many reasons: losing a job, having a long term illness, taking on caring responsibilities, facing barriers of discrimination. They can experience stigma or shame at the situation they find themselves in. This is profoundly unfair. It is important as a civilised society that we help people and communities to maintain a basic standard of living and find a route out of poverty.

We want to see a Wales where everyone has equal access to essential services. Where there is poverty, we want to do all we can to improve people's day-to-day experiences; to make life more manageable and to help individuals and communities to help themselves. We cannot compensate for the hundreds of millions of pounds that will be taken out of the poorest communities in Wales through welfare reforms, but in using our own resources we will give priority to those who need access the most.

We want communities to become resilient in the face of these challenges, meaning that people know where to turn to for support, do not "go without" unnecessarily and avoid circumstances which will make life worse, such as becoming homeless or building up debt. Dealing with money worries and knowing where to get help is important to people and to building resilience in communities. We will continue to do what we can to reduce the cost of living and ensure that people are not excluded from access to services which others can afford to take for granted. Helping people into employment, to improve their skills and keep in good health is what Communities First and other of our programmes aim to do.

Decent housing brings countless benefits, not least in terms of the positive impacts it can have on health, on the educational attainment of children and on reducing energy bills. Its importance is recognised in the findings of recent research published by the Joseph Rowntree Foundation. The cost of renting a home is also a significant factor in determining how many households are living in poverty. The lower rents that are paid by people who live in social housing are recognised as a particularly important means of preventing poverty or helping to mitigate its impact.

What is our overall target?

To ensure fair and equal access to high quality health, housing, financial and digital services regardless of where people live or what their incomes are.

Targets for health

- Healthy life expectancy is the years of life we live unaffected by long-term injury, disability or chronic condition. We want to improve healthy life expectancy for everyone. But we also know that if you look at each fifth part of the population divided by deprivation there are significant gaps in healthy life expectancy between each fifth, with the less deprived areas doing much better¹. **We therefore aim to close these gaps by an average of 2.5 per cent – by 2020.**

1. Most deprived is defined as the 20 per cent of small areas (LSOAs) with the highest concentrations of multiple deprivation, as measured in the Welsh Index of Multiple Deprivation. Least deprived is defined as the 20 per cent of small areas (LSOAs) with the lowest concentrations of multiple deprivation, as measured in the Welsh Index of Multiple Deprivation.

- To reduce the number of babies born under 2500g in the most deprived fifth of the population by 19 per cent – by 2020.
- To improve the dental health of 5 and 12 year olds in the most deprived fifth of the population to that found in the middle fifth – by 2020.

Targets for housing

- To achieve 7,500 additional affordable homes (social and intermediate) – by 2016.
- To increase the number of empty houses brought back into use by 5,000 – by 2016.

Targets for financial and advice services

- 143,000 Credit Union members across Wales and £75 million in assets – by 2020. As at March 2013, total membership including junior savers was estimated at more than 68,400. Assets of Welsh Credit Unions were estimated to be £32 million.
- To generate £8 million in additional confirmed benefits for individuals per year through advice services.

Targets for digital inclusion

By 2015: to increase digital inclusion in Wales to:

- 80 per cent of unemployed people;
- 60 per cent of economically inactive people;
- 70 per cent of residents of social housing; and
- 60 per cent of people aged over 50.

These targets were set out in the 2011 Digital Inclusion Delivery Plan. Good overall progress is being made against these targets, so we will consider shortly how far we can increase them.

How will we meet these targets?

Health – key actions include:

Aneurin Bevan and Cwm Taf Health Boards – Developing programmes of work to improve the general health of people in areas with high levels of poverty and to reduce the difference in life expectancy between the poorest communities and other groups. Aneurin Bevan will begin this work in Blaenau Gwent and Cwm Taf will focus on the Rhondda area. The learning from these areas will provide examples of good practice that can be shared across Wales.

Heart Disease Delivery Plan for 2013–2016 – Requiring Local Health Boards to analyse the gap between current provision and specified service standards and take action to close that gap. Reducing health inequalities is a key priority.

Mental Health Strategy – Targeting the areas with the greatest problems to improve the lives of people using mental health services, their carers and their families.

Housing – key actions include:

Housing White Paper and 10 Year Homelessness Plan – Set out our long term commitment to improve housing supply, quality and services and prevent homelessness in order to reduce the impact of poor housing on people and communities. We are working to prevent and tackle homelessness, including rough sleeping, to bring empty homes back into use and to improve standards in the private rented housing sector. We have set targets for the number of additional new affordable homes and the number of empty homes brought back into use and are on track to meet these. We have set a standard for the quality of social housing – the Welsh Housing Quality Standard – and are monitoring the progress social landlords are making to meeting this standard.

Supporting People programme and projects funded by our **Homelessness Grant** – Providing much needed support to vulnerable people. The Supporting People Grant supports around 70,000 people a year to maintain a roof over their head and live independently, as well as providing 10,000 full time equivalent jobs to deliver these services.

Welsh Housing Quality Standard – Driving a powerful agenda to improve the quality of social housing. The investment made by social landlords to meet the standard has brought many other benefits including new jobs, apprenticeships and training opportunities. Standards in the private rented sector need improving – the new registration and accreditation scheme for private sector landlords which will be introduced in the Housing Bill should help to support these landlords manage, maintain and improve the homes they own.

Living in rural areas – We will be undertaking a study to improve our understanding of the issues around housing and fuel poverty in rural areas and what might be done to reduce fuel poverty in these areas.

Making links – We are exploring the potential for a small programme to build new affordable homes on public sector land in Communities First areas linked to training opportunities for workless households in these areas.

Advice and finances – key actions include:

Credit Unions – Working with advice providers in Wales to offer support and information coupled with an affordable alternative to high-cost lenders. With a network of 34 Credit Union offices and more than 256 collection points across Wales, Credit Unions now operate close to many communities and offer convenient access to a safe way to save and borrow.

Following an evaluation of our support to date, we have offered an additional £1.9 million to Credit Unions in 2013/14 on condition that they provide robust proposals for how to use the funds to significantly expand the reach of the Credit Union movement and improve its sustainability.

Financial Inclusion Champions Initiative – Supported by the Welsh Government, it is run by the Wales Co-operative Centre and helps individuals develop the capability to manage their own money.

Discretionary Assistance Fund – Established following the UK Government's decision to abolish community care grants and crisis loans and hand this responsibility to the Welsh Government. This gives payments or "in kind" support to vulnerable people to enable or maintain independent living and provide urgent help where there is a clear need to safeguard health and well-being. This is an all-Wales service that aims to tie-in closely with other local sources of support.

Better Advice, Better Lives – The Welsh Government supports this programme which, between April 2012 and March 2013, has supported over 17,000 people to claim the benefits to which they are entitled.

Advice Services Review – We commissioned an Advice Services Review to look, in particular, at the Not-for-Profit advice sector and at the information, advice and guidance services provided by the public and private sectors. The report, which was published in May this year, made ten recommendations surrounding the need to improve the way advice services are coordinated, funded and delivered in Wales. These recommendations will now be taken forward, supported by an additional £1.8 million in 2013/14 from the Welsh Government.

Getting online

Communities 2.0 programme – Has directly helped more than 23,000 people in some of the most deprived areas of Wales. The programme, which runs until 2015, successfully links with other campaigns and initiatives and joins up with Communities First cluster areas, and working alongside organisations that represent and work with excluded people.

Saving people money and improving their quality of life

Arbed and Nest – Our energy efficiency programmes install energy efficiency improvements in households across Wales, whilst creating and safeguarding jobs and supporting local businesses. In 2012/13, Nest alone delivered energy efficiency improvements to over 2,500 homes in the most deprived areas of Wales. We have set ourselves a target of improving at least 6,000 homes under Nest and Arbed in 2013/14 and 2014/15.

Social Tariffs – We are working with water companies to develop cheaper tariffs for people who are having difficulty paying their water bills. The Bad Debt Regulations for Wales will make it mandatory for registered social landlords to provide tenant details to water companies ensuring that the right level of support reaches the right people.

Free bus travel for disabled people and their carers, seriously injured war veterans and armed forces personnel living in Wales – as well as pensioners.

Access to culture – Recognising that it is important to help people have lives that are as fulfilled as possible, we will maintain our policy of free access to museums and libraries. We will continue to develop action to broaden participation in the arts, culture and the historic environment, in ways that help tackle poverty and support regeneration and with close support from Communities First.

Strategy for Older People in Wales 2013–2023 – Sets out some of the outcomes the Welsh Government wants to achieve by 2023 in terms of ensuring that older people have access to an adequate standard of income; that those who want to work are able to do so; that they can afford to heat their homes and can access appropriate financial advice and services.

Paying for care – The Social Care Charges (Wales) Measure 2010 brings to an end the postcode lottery in charging for home care and introduces fairness and greater consistency in charging by local authorities for social care provided in the community. Since April 2011, thousands of Older People in Wales who receive home care and non-residential social services have benefitted from a maximum charge of £50 a week. By the end of 2013, local authorities will have received an additional £13.3 million to implement this flagship Welsh Government policy. We have made a commitment that, in the light of the Dilnot Commission, future arrangements for Paying for Care in Wales will build on the foundation of the regulations and capping arrangements for home care so that people on low incomes continue to be protected in the charging regime for social care.

Framework for the integration of health and social services for older, frail people – We are considering how we roll out this new framework and will want to ensure that we target those areas most in need.

Community safety – We know that by working with others to prevent crime and reduce substance misuse we are also helping to reduce the risks of people falling into poverty. For example, we are funding an additional 500 Community Support Officers to work in our most deprived areas to reduce crime and the fear of crime. We are also tightening up on road safety, particularly through encouraging the introduction of new 20mph zones in Communities First areas and by introducing specific tackling poverty criteria into the assessment criteria for the Safe Routes in Communities grant scheme. We are also working on proposals, including legislation, aimed at ending violence against women, domestic abuse and sexual violence.

Here are the **milestones** which we have set to support our key targets.

We will:

- Have in place (for Aneurin Bevan and Cwm Taf Health Boards) a needs assessment for each local area, based on the populations served by small networks of GP practices. This will assist the two health boards to identify communities with the most marked socio-economic deprivation and the greatest burden of chronic disease, to ensure that service development is prioritised in these areas – by July 2013.
- Identify two areas of significant need to be supported through an Inverse Care Law Programme – by July 2013.

- Put in place action plans to address more effectively wider determinants of health such as obesity, smoking and alcohol misuse in the intervention areas – by December 2013.
- Demonstrate improved identification and management of cardiovascular disease in the intervention areas – by April 2014.
- Start implementing the Over 50s Health and Well Being Checks in Communities First areas – from October 2013.
- Redesign action and targets to encourage more people to be physically active – by March 2014.
- Through the Social Services and Well-Being (Wales) Bill, introduce a national framework for eligibility to care and support services – from April 2016.
- Implement Enhanced Welfare and Debt Advice - by October 2013.
- Finalise future funding for Advice Services based on the recent Review, after involvement and engagement with key partners – by March 2014.
- Deliver Financial Inclusion Training to 250 front line staff from the Third and Public Sector in Wales who have not previously undertaken Financial Inclusion Awareness Training – by 2015.
- Achieve a rate of 500 monthly unique individual visits to the MoneyMadeClearWales website – by December 2013.
- Support Credit Unions to provide access to financial products for 7,500 people excluded from mainstream financial institutions – by December 2013.

Putting the plan into action

Tackling poverty remains a top priority for the Welsh Government, because we understand the damage poverty causes. As a fair society we must tackle the causes and effects of poverty. We want to see people helped into employment, children having better chances in life – it costs us not to do that. We want to see our communities being resilient and helping the people who live in them. We will remain focused on taking the actions we have set out in this plan, working with our partners and with communities themselves.

We have always recognised that the real difference is made by people working in communities. By having the clear and consistent themes of our Tackling Poverty Action Plan running through all our programmes, we aim to make it easier for everyone to work together. By getting organisations to work together more closely, sharing resources and information so as to provide a better network of local support, we aim to create more resilient communities.

We now have a clear set of objectives and ways of measuring the difference we are making. We will continue to examine all our programmes to make sure we are using our resources effectively to tackle poverty, listening to what people tell us is important in helping them to improve their lives.

We will report progress formally each year. However, the real impact will be measured in the difference we have made to the lives of children, young people, families, individuals and communities, day by day. In Wales, we can and we will use all the tools at our disposal to make that difference.

Annex: Key Performance Indicators

These are the key performance indicators which we will be tracking and which will tell us if things are improving in the key areas where we are committed to making a difference.

Joining up in communities and across Government

Prosperous communities

The percentage of people receiving Income related benefits

The percentage of children in households on income related benefits

The percentage of people receiving employment related benefits

The percentage of 16–18 and 19–24 year olds who are not in employment, education or training (PfG)²

The number of youth offenders (per cent of population aged 10 to 17) (PfG)

Learning communities

Key stage 2/3/4 results (PfG)

Primary and secondary school absence rate (per cent of half day sessions missed) (PfG)

The percentage of 18-19 year olds not entering higher education

The percentage of adults with no qualifications (PfG)

Healthier communities

Cancer incidence rate (PfG)

The percentage of population with limiting long term illness

The percentage of the population who are obese (PfG)

Preventing poverty

The percentage of children living in areas benefiting from Flying Start who are fully immunised by age 4

The number of people accessing fruit and vegetables through the Community Food Co-operative programme

The number of events and participants targeted at Communities First clusters delivered by Welsh Government funded heritage bodies

2. (PfG) – indicators which also feature, and which are reported on, in the [Programme for Government](#)

Helping people into work

The number of people benefiting from Jobs Growth Wales (PfG)

The number of people benefiting from Skills Growth Wales (PfG)

The percentage of Education Maintenance Allowance recipients progressing to Higher Education (PfG)

The percentage of Steps to Employment leavers progressing into either employment or further learning (PfG)

The number of employees supported by the Wales Union Learning Fund (PfG)

The value and number of projects incorporating the Community Benefits approach

The proportion of older workers who lose their jobs and are still unemployed

Mitigating the impact of poverty

Under 16 conception rate (PfG)

Low birth weight babies

Dental caries at age 5 and 12

The percentage of adults who smoke (PfG)

The percentage of homeless households which include dependent children (PfG)

The number of households supported through Nest

The number of households supported through Arbed

The number of pedestrian injuries reported by police amongst 5 to 14 year olds in most deprived areas